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**FROM:** Steven C. Lieske  
**DIRECT DIAL:** (612) 607-7508  
**EMAIL:** SLieske@oppenheimer.com  
**RE:** U.S. Patent Application No. 10/804,720  
Title: BRAND VALUE MANAGEMENT  
Group Art Unit: 3623  
Attorney Docket No.: 60021-379401

**COMMENTS:** I hereby certify that a Rescission of Previous Nonpublication Request (35 U.S.C. 122(b)(2)(B)(ii)) and, if applicable, Notice of Foreign Filing (35 U.S.C. 122(b)(2)(B)(iii)) is being facsimile transmitted to the U.S. Patent and Trademark Office on April 11, 2005.



Steven C. Lieske

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PAGE 2/4 RCVD AT 4/12/2005 9:20:03 AM [Eastern Daylight Time] : SVR:USPTO-EFXXRF-1/3 : DNIS:8729306 : CSID: : DURATION (mm:ss):01:28

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<p><b>RECISISION OF PREVIOUS NONPUBLICATION REQUEST</b> <b>(35 U.S.C. 122(b)(2)(B)(ii)) and, if applicable, NOTICE OF FOREIGN FILING (35 U.S.C. 122(b)(2)(B)(iii))</b> Send completed form to:  Mail Stop PG Pub Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450 Fax: (703) 305-8568</p>	Application No.: 10/804,720
	Filing Date: 03/19/04
	First Named Inventor: Stephen Dull
	Title: Brand Value Management
	Atty Docket Number: 060021-379401/US
	Group Art Unit: 3623
	Examiner: Unassigned

A request that the above-identified application not be published under 35 U.S.C. 122(b) (nonpublication request) was included with the above-identified application on filing pursuant to 35 U.S.C. 122(b)(2)(B)(i). I hereby rescind the previous nonpublication request.

If a notice of foreign or international filing is or will be required by 35 U.S.C. 122(b)(2)(B)(iii) and 37 CFR 1.213(c), I hereby provide such notice. This notice is being provided no later than forty-five (45) days after the date of such foreign or international filing.

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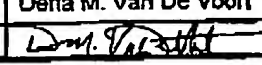
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This request must be signed in compliance with 37 CFR 1.33(b).

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